



## STAFF REPORT ACTION REQUIRED

### Update on Planning for Canada 150

<b>Date:</b>	May 2, 2016
<b>To:</b>	Economic Development Committee
<b>From:</b>	General Manager, Economic Development and Culture
<b>Wards:</b>	All
<b>Reference Number:</b>	AFS – 22559

### SUMMARY

2017 is the 150th Anniversary of Confederation. This report provides updates on the planning for Canada 150 celebrations in Toronto. A cross-divisional planning team has been established and submissions to outside funding sources are being prepared to supplement the City's commitment of \$4.2 million over 2 years. Terms of Reference for a community advisory group have been developed and the recruitment of community members to serve will begin this spring. Previously approved Canada 150 capital projects are beyond the scope of this report except as noted in the decision history.

Economic Development and Culture Division (EDC) has proceeded with planning for New Year's Eve on December 31, 2016; and Canada 150 birthday celebrations on and around July 1, 2017 at Nathan Phillips Square, the North York Civic Centre, the Scarborough Civic Centre and Colonel Samuel Smith Park in Etobicoke. EDC events programming and support staff have prepared cost estimates for the above activities. EDC Museums and Heritage staff have prepared cost estimates for a proposed community heritage program under the broad theme "Becoming Canadian in Toronto". The total cost of the Canada 150 program is estimated at approximately \$8.4 million gross over 2 years beginning in 2016. The City will contribute a maximum of \$4.200 million, consistent with Council approval in December 2015 (ED8.9), to be funded by the Major Special Events Reserve Fund (MSERF). Other levels of government and external sources are expected to contribute the remaining \$4.2 million.

### RECOMMENDATIONS

The General Manager of Economic Development and Culture recommends that:

1. City Council direct the General Manager, Economic Development and Culture to collaborate with other orders of government, the private sector, and the not-for-profit sector to promote and produce Canada 150 activities across the City of Toronto in 2017.

2. City Council direct the General Manager, Economic Development and Culture to coordinate marketing and communications efforts for Canada 150 programs undertaken by the City and its agencies.
3. City Council delegate authority to the Deputy City Manager, Cluster A, to make funding requests to the federal and provincial governments to support the Canada 150 programs, and if successful, to receive funds on behalf of the City and execute any contribution agreements required.

## **FINANCIAL IMPACT**

The total cost of the Canada 150 program is estimated, at maximum, at approximately \$8.4 million gross over 2 years beginning in 2016. The City will contribute a maximum of \$4.200 million, consistent with Council approval in December 2015 (ED8.9), to be funded by the Major Special Events Reserve Fund (MSERF).

A budget adjustment has been included in the Corporate Variance Report for the period ending March 31, 2016 (first quarter) to increase the 2016 Approved Operating Budget of Economic Development and Culture Budget in the amount of \$1.754 million gross, \$0 net to hire up to 16 temporary positions to begin to plan, develop and promote activities of the celebrations, including New Year's Eve on Nathan Phillips Square. Further budget adjustments may be needed depending on the success of third party requests by the City.

EDC will include in its 2017 Operating Budget Submission, a request for the remaining costs of \$6.646 million gross and \$0 net, of which the City's share of \$2.446 million and will be funded by MSERF. It is expected that an additional \$4.2 million will be contributed by other levels of government and external sources.

While the total budget is currently estimated at \$8.4 million, the final level of spending on Canada's 150<sup>th</sup> birthday celebrations, including the hiring of the additional temporary staff will be contingent upon securing external funding mentioned above, and is limited to the City's share of \$4.200 million plus external funding secured.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

## **DECISION HISTORY**

At its meeting of December 9, 2015, City Council directed the General Manager, Economic Development and Culture to report to the Economic Development Committee with an update on planning for Canada 150 that included a major New Year's Eve event on December 31, 2016; a summer festival in 2017 at Nathan Phillips Square and the "Becoming Canadian in Toronto" community heritage program, including the possibility of pilot projects at various civic centres on and around July 1, 2016.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.ED8.9>

At its meeting of February 19, 2014, City Council adopted Item MM48.1 which directed the General Manager, Economic Development and Culture, to commence research and planning for Toronto-based initiatives to celebrate the 150<sup>th</sup> Anniversary of Confederation.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.MM48.1>

## **Canada 150 Capital Projects**

At its meeting of February 17, 2016, City Council adopted with amendments, item EX12.2 which authorized the Deputy City Manager & Chief Financial Officer to enter into contribution agreements with the Government of Canada for 18 capital projects approved for funding under the Canada 150 Community Infrastructure Program (CIP). The total eligible project costs for the 18 capital projects for CIP purposes is \$11.558 million. The City is responsible for funding the remaining \$8.058 million and any ineligible costs.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.EX12.2>

## **ISSUE BACKGROUND**

July 1, 2017 is the 150<sup>th</sup> Anniversary of Confederation. The Constitution Act, 1867, gave birth to Canada on July 1, 1867. This historic occasion provides the City of Toronto with a unique opportunity to commemorate the city and country's past while collectively celebrating the future. 2017 presents an opportunity to celebrate how far Toronto has come over the past 150 years, especially in the last fifty, and to engage youth and communities on imagining the next fifty years. EDC was directed by Council to coordinate the City of Toronto's Canada 150 programs and to produce special events.

## **COMMENTS**

### **Interdivisional Planning Team**

As directed, Toronto's Economic Development and Culture Division has formed an interdivisional planning team to coordinate City-funded Canada 150 activities. The team includes representatives from Economic Development & Culture, City Manager's Office, Strategic Communications, Toronto Public Library, City Clerk's Office, Exhibition Place, Toronto Arts Council, Toronto Office of Partnerships, City Planning- Waterfront Secretariat, Social Development, Finance & Administration, Parks, Forestry & Recreation and Toronto Fire Services. The team held their first meeting on March 2, 2016 and their second meeting on April 13, 2016. The preliminary indications from team members suggest that many Divisions and agencies will focus existing programs on Canada 150 events for 2017. By sharing information and marketing resources, City staff aim to generate a combined Canada 150 program that reaches all parts of Toronto and happens throughout the year.

### **Community Advisory Group**

An external Community Advisory Group will be assembled this spring. Nominees will be approached through the interdivisional committee and EDC staff. A terms of reference has been drafted and potential community members will be chosen to represent a broad spectrum of community leaders from the private, public and non-profit sectors, and a diversity of perspectives from Aboriginal members to new Canadians, youth, and seniors and other demographic groups.

## **EDC Program Plans for Canada 150 Celebrations**

The approved \$4.2M plus outside supplemental funding will go towards supporting the following EDC produced programs:

### **EDC Arts and Culture Services Programs**

#### New Year's Eve 2016

EDC's City Cultural Events team will produce the City of Toronto's New Year's Eve celebration at Toronto City Hall. The date has been identified by the federal government as a key marker date for Canada 150 programs. New Year's Eve 2016 will be Toronto's kickoff event to begin the celebrations of Canada's 150<sup>th</sup> birthday.

The event will combine music-based performances with more intimate, interactive site activations that will engage the public. The program will showcase the diverse talent of Toronto and Canada's music and performing artists, and the evening will end with a spectacular fireworks display.

#### Cultural Hotspot 2017 Legacy Project in celebration of Canada's 150th

In 2017 the Cultural Hotspot initiative, which shines a spotlight on arts, culture and community in neighbourhoods outside the core, will be based in East York. One of the featured Signature Projects will be a city-wide legacy project engaging the previous Hotspots (Scarborough, Etobicoke, North York and current East York) in a city-wide participatory public art project. The project will run May – October 2017 and will be produced by Toronto Arts and Culture and the six local arts service organizations (LASOs).

#### Canada Day 2017

Toronto's contribution to the national celebration of Canada's 150<sup>th</sup> birthday will reach out to residents and visitors in all corners of the city. It will include a 4-day, flagship festival at Nathan Phillips Square as well as Canada Day events at North York Civic Centre, Scarborough Civic Centre, and Colonel Samuel Smith Park in Etobicoke.

The four celebration sites will showcase diverse musical talent from across the country with performers representing the 10 provinces and three territories, hailing from Western, Northern, Ontario, Quebec, and Atlantic regions. Artists will perform in both official languages, and the program will feature First Nations, Inuit and Metis artists, Canadian and international acts. A broad range of musical genres including hip hop, indie rock, electronic, country and global sounds will be presented.

A variety of Canadian produced programming for families and young audiences will animate each of the four sites. Dance, circus, street theatre and spectacle performances showcasing community based groups, and local companies, as well as exceptional performers from across Canada. Canada Day programming will conclude with fireworks displays at the 4 event sites. Fireworks will also serve as the finale for each of the 4 programming days at Nathan Phillips Square.

#### Cavalcade of Lights 2017

Cavalcade of Lights is the City's celebration to launch the holiday and winter season in Toronto. In its 51st year, Cavalcade of Lights will be celebrate Canada's 150th birthday through live performances, showcasing Canada's top artists, and highlighting the unique

diversity of Toronto's artists. This event annually features the first lighting of the Toronto's Official Christmas Tree and Nathan Phillips Square along with an evening of entertaining arts and culture including live outdoor musical concerts, site animations and stunning fireworks.

## **EDC Museums and Heritage Services**

### "Becoming Canadian in Toronto" Community Heritage Program

EDC's Museums and Heritage Services will be coordinating a series of themed exhibits, programs and events in partnership with groups and institutions to celebrate Canada 150. Activities include:

- a) **Toronto, Canada: 150 Years 1867-2017**  
To celebrate or commemorate Canada's Sesquicentennial and the period of 150 years from 1867-2017, groups and institutions in Toronto will be invited to commemorate or celebrate persons, places and events that marked the history of Toronto and Canada during this period. Events will take place throughout 2017 and be of varying duration. Possible activities include ceremonies, exhibits, presentations, community or institutional celebrations, lectures, exhibits or musical or artistic presentations.
- b) **Fort York Citizenship/Citizenship Re-affirmation Ceremony**  
On Tuesday June 27, 2016, Canada's Multiculturalism Day, new citizens will be invited to take the Oath of Citizenship and current citizens will be invited to re-affirm their citizenship at a day-long celebration at Fort York National Historic Site, often referred to as Toronto's founding landscape. The day will begin with a mass ceremony and continue with various musical and cultural activities and performances.
- c) **"The Maple Leaf Forever: Toronto's take on a national symbol"**  
This exhibit at the Market Gallery during the summer of 2017 will examine the influence Torontonians have had on Canada's national symbol and the use they have made of it from Alexander Muir and "The Maple Leaf Forever" to Expo 67 and the Toronto Maple Leafs.
- d) **100<sup>th</sup> Anniversary of the Battle of Vimy Ridge, April 2017**  
An exhibit will be created and a commemorative event held to mark this significant moment in Canadian history.
- e) **City of Toronto Historical Museums – Canada Day events**  
On July 1st, 2017, the City's museums will host or participate in a variety of Canada Day events. The museums will invite local residents to celebrate this significant holiday at family-focused events. As several of these historic sites were established as museums for Canada's centenary, it is fitting to mark this occasion at these important community landmarks.
- f) **1867 Rebellion & Confederation – Gibson House Museum**  
During the summer of 2017, Gibson House will host an exhibition that explores the struggle for responsible government and the negotiations that led to Confederation during a time of social upheaval. The core exhibit, from the Canadian Museum of History, will augmented with Toronto material and artifacts. A series of special

events, tours and walks will further enhance the summer programming to complement this program.

## **External Funding**

Meetings have been held with the Department of Canadian Heritage. A funding application has been submitted. Consultations with the Ontario150 Secretariat were also held to determine the type of grant funding opportunities available through the Province of Ontario and it is expected that the City will apply for funding support when details are announced. Outreach is currently underway with private sector businesses to financially support Toronto's Canada 150 festivities in 2017.

In addition to these efforts, the City's Waterfront Secretariat and Toronto Office of Partnerships are working with Waterfront Toronto to submit a funding application to the Department of Canadian Heritage for a Canada 150 events and programming related to the launch of Project: Under Gardiner, anticipated for July 1, 2017. This application will be separate to, but coordinated with, the EDC application. The details associated with this Canada 150 funding request will be included in the upcoming staff report on governance and funding options for the programming, operations and maintenance component of Project: Under Gardiner, to be considered by Executive Committee on June 28, 2016.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.EX10.7>

## **CONCLUSION**

While the planning horizon for Canada's 150<sup>th</sup> is extremely short, Toronto will have a visible and vibrant program in 2017. The interdivisional planning team will coordinate initiatives and activities and ensure access to celebration programs across the city. Marketing and communications efforts will be shared for maximum impact with the available resources. The City's net contribution to these celebrations will not exceed the approved \$4.2M, and resources will be sought from other orders of government and the private sector. EDC, in concert with other City Divisions and agencies, as well as community partners, will plan for an exciting program to engage all Torontonians in a celebration of Canada's history and identity.

## **CONTACT**

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## **SIGNATURE**

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